

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>197156</b>
	Alt Order #:	06839738
	Product Desc:	8/14-8/20 PAUL HIRSHCBIEL
	Estimate:	1553
	Flight Dates:	08/14/12 - 08/20/12
	Original Date / Rev:	08/08/12 / 08/08/12
	Order Type:	REG

	<b>WVBT</b>
Primary AE:	<u>Petry Philadelphia</u>
Sales Office:	<u>P-PHI</u>
Sales Region:	Nat

Agency	Name:	<u>Greer Margolis &amp; Mitchell</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>1010 Wisconsin Avenue Northwest</u>
		<u>Washington, DC 20007</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Hirschbiel for Congress (D)
	Demographic:	A35+
	Product Codes:	PL1
	Priority:	P1
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	17	\$5,525.00	\$4,696.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	17	\$5,525.00	\$4,696.25	0.00
<b>Totals</b>	<b>17</b>	<b>\$5,525.00</b>	<b>\$4,696.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

WVBT	7%	\$5,525.00
Market	100%	\$78,928.57

## Competitive Share

CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	34%	\$26,835.71
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$18,153.57
WTVZ	2%	\$1,578.57
WVEC	34%	\$26,835.71

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 Flight Dates: 08/14/12 - 08/20/12

Advertiser: POL/Hirschbiel for Congress (D)  
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 Estimate: 1553

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		2				\$75.00		0.00			
E 3	WVBT	08/14/12	08/17/12	M-F 730-8p 30 Rock	CM	730-8p	- TWTF--	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		1				\$300.00		0.00			
E 4	WVBT	08/14/12	08/17/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- TWTF--	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		1				\$1,000.00		0.00			
E 5	WVBT	08/14/12	08/17/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	- TWTF--	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		1				\$300.00		0.00			
E 6	WVBT	08/18/12	08/18/12	Sa 10-1044p Fox News @ 10 Sat	CM	10-1045p	-----S-	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-		1				\$700.00		0.00			
E 7	WVBT	08/19/12	08/19/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S		1				\$300.00		0.00			
E 8	WVBT	08/14/12	08/17/12	M-F 1130p-12a M-F 1130p-12a 30 ROCK	CM	1130-12a	- TWTF--	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- TWTF--		1				\$150.00		0.00			
E 9	WVBT	08/20/12	08/20/12	M-F 9-10a The Nate Berkus Show	CM	9-10a	M-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$75.00		0.00			
E 10	WVBT	08/20/12	08/20/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$75.00		0.00			
E 11	WVBT	08/20/12	08/20/12	M-F 730-8p 30 Rock	CM	730-8p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$300.00		0.00			
E 12	WVBT	08/20/12	08/20/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$1,000.00		0.00			
E 13	WVBT	08/20/12	08/20/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----		1				\$300.00		0.00			
E 14	WVBT	08/17/12	08/17/12	Fri Hour 1 Fri 8-9p HOUSE	CM	8-9p	----F--	:30	1	\$600.00	P3	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	08/17/12	08/17/12	Fri Hour 1 Fri 8-9p	CM	8-9p	----F--	:30	1	\$600.00	P3	0.00	NM	1	\$600.00
HOUSE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$600.00		0.00						
E 15	WVBT	08/14/12	08/17/12	M-F 12-1p America's Court	CM	12-1p	-TWTF--	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
AMERICA'S COURT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-TWTF--	1		\$100.00		0.00						
E 16	WVBT	08/20/12	08/20/12	M-F 12-1p America's Court	CM	12-1p	M-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
AMERICA'S COURT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	M-----	1		\$100.00		0.00						
													Totals	17	\$5,525.00